

Farm to Work Toolkit Resources

The following resources are provided to supplement the Farm to Work Toolkit.

Included here are samples of memos, internal communications, and marketing artwork we used we used when we implemented Farm to Work at the Department of State Health Services.

Farm to Work

The Farm to Work program is a joint project of the Department of State Health Services (DSHS), the DSHS Nutrition, Physical Activity and Obesity Prevention Program, the DSHS Building Healthy Texans Employee Wellness Program, and the Sustainable Food Center.



The following memos were part of the process necessary to obtain approval of the program, request signatures, and ask for executive participation.



TEXAS DEPARTMENT OF STATE HEALTH SERVICES

{insert name}
COMMISSIONER

April 10, 2007

ACTION

MEMORANDUM FOR THE ASSISTANT COMMISSIONER

THROUGH: XXXXXXXX, Point of Contact
Division for Prevention and Preparedness Services
XXXXXXX
Health Promotion Unit Manager
XXXXXXX
Chronic Disease Branch Manager

FROM: XXXXXXXX
Obesity Prevention Specialist
XXXXXXX
Worksite Wellness Coordinator

SUBJECT: Building Healthy Texans (BHT) Farm to Work Program

Purpose

The purpose of this memo is to request your approval of the *BHT Farm to Work* pilot program.

This memo describes the proposed pilot, which will offer DSHS employees the opportunity to purchase a weekly basket of fresh, local produce that will be delivered to DSHS. The objective of this program is to increase employees' intake of fruits and vegetables and provide guidance in its preparation.

Background/Summary

BHT Farm to Work is a groundbreaking program that can improve the health of DSHS employees and provide a model for worksites throughout the state in both public and private sectors. It will be piloted at the DSHS central office (1100 W. 49th St.) and Austin State Hospital with the intention of extending the pilot to other DSHS campuses that have a minimum of 20 employees who are willing to participate. If the program is successful here in Austin and if DSHS offices outside of Austin are interested in implementing the program, we will work with the Sustainable Food Center to locate farmers in those areas of the state.

BHT Farm to Work is a true partnership with the community and is mutually beneficial to community members and DSHS employees. The biggest barriers to healthy eating include time, cost, and lack of access to healthy foods like fruits and vegetables. *BHT Farm to Work* helps reduce these barriers. Each weekly basket will contain 10-12 of the freshest produce available from a local farm and employees will have access to recipes and cooking tips to help them with preparing the produce they receive in their baskets.

Discussion

- 1) The Sustainable Food Center, a nonprofit organization here in Austin that works to market local farmers and increase the availability of locally grown produce has identified a farmer with the capacity to supply produce to DSHS and SFC has agreed to notify DSHS of the farmer's weekly produce offerings and has also agreed to set up an external domain, www.sustainablefoodcenter.org, to facilitate all ordering and payment so that money is not handled by DSHS employees.
- 2) Produce will be delivered on a set day of the week at a set time, and offerings will change with the season. Each week an employee will be recruited to accept delivery from the farmer and distribute it as employees pick up their produce. This "recruit" will be one of the employees that has ordered produce that week, and will receive his/her basket of produce at no cost for handling this duty. Each weekly basket will cost in the range of \$25.
- 3) The Office of General Counsel was consulted about this project and has indicated that it does not violate state law, provided the farmer signs a liability waiver that OGC will provide.
- 4) A timeline has been established for implementing the program. Provided we obtain approval to move forward by XXXX, e-mail communication on the week of XXXX will determine interest level of employees so the farmer can prepare accordingly. Employees will be notified of available produce on XXXX and will have until XXXX to order a basket. The first delivery will occur on XXXX, and the process for notification and ordering will continue in the same manner on a weekly basis.
- 5) The Office of Communications has worked with us to establish a communication plan to market *BHT Farm to Work*. They will generate the initial contact about the program through e-mail communication on the week of XXXX, will include FAQs about the program on the Building Healthy Texans website, and have discussed including a feature article about the program in *The Connections* newsletter after the program begins. They have agreed to advertise the program by designing posters to be displayed on campus.

Recommendation

We request that you approve the *BHT Farm to Work* program, and invite Commissioner XXXX and members of his executive staff to support and participate in it. If we receive approval by XXXX, the first delivery of fresh produce can occur on XXXX.

For any questions regarding this project, you may contact XXXX at Extension #####.

Assistant Commissioner's Decision

Approve	_____	Disapprove	_____
Modify	_____	Needs More Discussion	_____
Pend for Future Consideration	_____		
Assistant Commissions Comments	_____		

Attachments

Farm to Work Program FAQ's for memo.doc



TEXAS DEPARTMENT OF STATE HEALTH SERVICES

{insert name}
COMMISSIONER

October 4, 2007

TO: XXXXXXXX, Acting Assistant Commissioner
Division for Prevention and Preparedness Services

THROUGH: XXXXXXXX, Acting Director
Disease Prevention and Intervention Section

XXXXXXXX, Manager
Health Promotion Unit

FROM: XXXXXXXX, Manager
Chronic Disease Prevention Branch

SUBJECT: DSHS Agreement and Waiver: Farm-to-Work Initiative

Purpose

To request that you sign an “agreement and waiver” form on behalf of DSHS that authorizes XXXXXX, the farmer who has agreed to participate in the DSHS “Farm-to-Work” (FTW) initiative, to deliver prepaid, unprocessed produce to employees at DSHS facilities at times and locations and in a manner specified by DSHS.

Background

In November, the DSHS Worksite Wellness Program will begin a FTW initiative that will improve employees’ access to fresh fruits and vegetables by having it delivered to their worksite. This is an evidenced-based strategy for increasing consumption of healthy foods.

Through the FTW initiative, employees will be able to purchase fresh produce online via a Website developed and maintained by the Sustainable Food Center (SFC) located here in Austin. After employees order their baskets of produce online, SFC will communicate with the farmer about the number of baskets ordered and the sites to which they should be delivered. The farmer will make all deliveries at times and locations specified by DSHS.

To pilot this initiative, we are limiting delivery to two sites: one at the Austin State Hospital campus and the other at the DSHS main campus. More than five hundred employees at these two campuses have indicated an interest in participating in this program.

To ensure compliance with the Randolph-Sheppard Act, the federal law that requires all vending facilities on state and federal property to be owned and operated by visually impaired persons, DSHS will:

- Set times and locations for the deliveries which will not interfere or compete with the normal operating hours of the DSHS cafeteria.
- Limit onsite deliveries to prepaid, unprocessed produce. Monetary transactions will not occur between the farmer and the employee at the time of delivery, and there is no monetary transaction between DSHS and the farmer and/or SFC.

XXXXX, assistant general counsel here at DSHS, has determined that the FTW initiative, as currently planned, does not conflict with the Randolph-Sheppard Act. He also drafted the agreement and waiver form.

After the agreement and waiver form has been signed by both parties, we will be providing copies to the general counsels at the Department of Assistive and Rehabilitative Services (administers the program here in Texas that trains visually impaired persons to operate vending facilities in state-owned buildings) and the Texas Facilities Commission (previously known as TBPC).

Recommendation

Review and approve the attached agreement and waiver.

COO's Decision

Approve	_____	Disapprove	_____
Modify	_____	Needs More Discussion	_____
Pend for Future Consideration	_____		

Attachment:

DSHS Agreement and Waiver

Attachment:

**DEPARTMENT OF STATE HEALTH SERVICES
AGREEMENT AND WAIVER**

This Agreement and Waiver (A&W) is entered into by and between the Department of State Health Services (DSHS), an agency of the State of Texas, and (farmer's name here) _____ (Provider), collectively referred to as the Parties.

1. Purpose of the A&W. This agreement sets out the terms, conditions, responsibilities and liabilities of the parties.
2. Funding Obligation. There is no funding obligation by the Parties under this agreement.
3. Term of the A&W. This A&W begins on November 1, 2007 and ends on October 31, 2008. DSHS has the option, in its sole discretion, to renew the A&W as provided in this agreement. The initial term of the agreement shall be from the date it is fully executed through October 31, 2008. This A&W may be renewed yearly for an additional three years at the discretion of DSHS.

Provider is allowed access to DSHS property as specified by DSHS for the purpose of delivering fresh produce to DSHS employees who have previously ordered and paid for such produce. DSHS makes no representations or claims as to the condition or safety of the land, structures, or surroundings, whether or not owned, leased, operated, or maintained by DSHS, which constitute the DSHS property.

Provider agrees not to sell, offer for sale, or deliver, any processed or packaged food on the designated DSHS property. Provider further agrees to restrict deliveries on DSHS property to raw fruits and vegetables.

DSHS agrees to allow the Provider access to specified DSHS property for the purpose described herein. DSHS shall not be liable for the collection or payment of any amounts owed by any DSHS employee.

Provider agrees to hold DSHS harmless for any and all activities Provider engages in on the DSHS property. Provider waives all liability claims against DSHS for any intentional or unintentional acts or negligence by DSHS, DSHS employees, or DSHS volunteers that may occur on the DSHS property.

Provider understands that DSHS is not providing any insurance coverage that is applicable to Provider and Provider agrees to reimburse DSHS for any damages to DSHS property that may be caused by Provider's acts or omissions while on DSHS property.

In exchange for allowing Provider to participate in this program on DSHS property, Provider agrees to release from liability and agrees to indemnify DSHS, and any DSHS agent, officer, or DSHS employee or volunteer acting within the scope of their duties, for any injury or damage to Provider or Provider's employees, equipment, or property.

Provider agrees to accept and assume all risks, responsibility for losses, costs, and damages Provider may incur as a result of participating in this program.

4. Binding. This A&W is binding upon the Provider, successors in interest, and/or any person providing services on Provider's behalf

5. Changes. Any changes made to the A&W, whether by edit or attachment, do not form part of the A&W unless expressly agreed to in writing by DSHS and Provider and incorporated herein.

6. Entire Agreement. The Parties acknowledge that this A&W is the entire agreement of the Parties and that there are no agreements or understandings, written or oral, between them with respect to the subject matter of this A&W, other than as set forth in this A&W.

By signing below, the Parties acknowledge that they have read the A&W, fully understand and agree to its terms, accept the conditions set out in the agreement, and that the persons whose signatures appear below have the requisite authority to execute this A&W on behalf of the named party.

Department of State Health Services

Provider

By: _____
Signature of Authorized Official

By: _____
Signature

XXXXXXXX, Acting Assistant
Commissioner, Division for
Prevention and Preparedness
Printed Name and Title

XXXXXXXX.
Printed Name and Title

Department of State Health Services
P.O. Box 149347
1100 West 49th Street
Austin, Texas 78714-9347

XXXXXX Duck Paddle Road
Lytle, TX XXXXXX



TEXAS DEPARTMENT OF STATE HEALTH SERVICES

{insert name}
COMMISSIONER

October 19, 2007

ACTION

MEMORANDUM FOR THE COMMISSIONER

THROUGH: XXXXXX, Point of Contact
Executive Communications and Correspondence

FROM: XXXXXX, Assistant Commissioner
Division for Prevention and Preparedness Services

SUBJECT: Building Healthy Texans (BHT) Farm to Work Program

Purpose

The purpose of this memo is to request your presence in the foyer of building G on November 8th at 3:00 p.m. to receive the first delivery of fresh produce at the kick-off of the DSHS "Farm to Work" program.

Background/Summary

The Farm to Work program will offer DSHS employees and opportunity to purchase a basket of fresh, local produce that will be delivered to DSHS each week. The objective of this program is to increase employees' intake of fruits and vegetables and provide guidance in its preparation.

BHT Farm to Work is a groundbreaking program that can improve the health of DSHS employees and provide a model for worksites throughout the state in both public and private sectors. It will be piloted at the DSHS central office (1100 W. 49th Street) and Austin State Hospital.

Each weekly basket will contain 10-12 items of the freshest produce available from a local farm and will cost approximately \$25. The Farm to Work program will provide recipes and cooking tips to help DSHS employees prepare the produce they receive.

The Sustainable Food Center (SFC), a nonprofit organization in Austin that works to promote local farmers and increase the availability of locally grown produce, has identified a farmer with the capacity to supply produce to DSHS. SFC has agreed to notify DSHS of the farmer's weekly produce offerings and has also agreed to set up an external domain on their website, <http://www.sustainablefoodcenter.org> to facilitate all ordering and payment.

SFC is pursuing media coverage, and our press officer has been notified.

Discussion

Your participation and that of your direct staff can play an integral role in making this exciting program a success.

Recommendation

I am requesting your presence on November 8th (the first delivery date) between 3:00-4:00pm to kick off this new exciting program.

For any questions regarding this project, please contact XXXXX at Extension #####.

Commissioner's Decision

Approve	_____	Disapprove	_____
Modify	_____	Needs More Discussion	_____
Pend for Future Consideration	_____		

Attachments

Farm to Work Program FAQ's
CDC's Garden Market Project

Attachment:

CDC Garden Market Example



This section describes the Garden Market demonstration project at the Centers for Disease Control and Prevention (CDC) and the lessons learned from that experience. The Garden Market was so successful that it continues at its original location and has been added at other CDC locations. We hope others can benefit from some of our lessons learned. The information is organized according to the project phases and includes the following topics:

- Need and Interest Assessment
- Planning Process
- Promotion Plan
- Garden Markets Begin at CDC
- Evaluation Process

Need and Interest Assessment

We held two focus groups with employees to explore interest in the garden market idea. We recruited participants by posting sign-up sheets in visible locations and informally asking employees to participate. We involved staff from multiple buildings, departments, and job descriptions. A member of the CDC's Division of Nutrition and Physical Activity Communication team (NuPAC) served as moderator for the focus groups. We used the Focus Group Moderators Guide to question employees about their preferred days, times, and locations. We also asked employees about possible names for the garden market and preferred methods of communication.

Based on the focus group input, we made the following operating decisions:

- Employees preferred a mid-week day so they could supplement their weekend shopping with fresh produce; we selected Wednesday as our day of operation.
- Employees preferred the times during lunch and after work; we selected 10:00 am to 5:00 pm as the hours of operation.

Based on the input, we also developed communication materials (posters, flyers, and e-mails), and the CDC Garden Market was started.

Planning Process

As we planned the market, we made the following decisions about location, legal considerations, and vendor selection.

Location

We decided to locate the Garden Market at the back of a parking lot that is usually not occupied. Our Security and Property Management offices approved the location, and the Garden Market staff deemed it a reasonable distance for employees to travel.



Legal Considerations

Because CDC is a federal agency, we are required to comply with many federal government regulations. We consulted the CDC Office of the General Counsel (OGC) about the procedures we needed to follow for the following activities:

- Vendor selection
- Procurement procedures
- Contractual agreement with the vendor

Vendor Selection

Our first step in selecting a vendor was to comply with the Randolph-Sheppard Act. To do so, we approached the blind cooperative member at our location to assess their interest in becoming the Garden Market vendor. The member chose not to participate and agreed to sign a Letter of Agreement with Cooperative Service for the Blind which allowed us to approach other vendors.

Our next step was to work with the Department of Defense (DoD) Fresh Program to select a local produce vendor who complied with bidding and security regulations for federal agencies and who met our other criteria.

Promotion Plan

To promote the grand opening of the Garden Market, we distributed posters (22 x 27) and sent e-mail announcements to employees. They were effective methods of advertising, based on the attendance results. More than 300 people attended the first day, about 25% of the CDC employees on that campus.

Now that the Garden Market is established, we encourage employees to continue shopping for produce at the Garden Market by promoting it in the following ways:

- Send a reminder e-mail the day before the Garden Market which includes special-of-the-day items with prices and links to Web-based recipes that use the featured items.
- Locate posters (22x27) in the lobby of each building and post numerous Promotional Flyers (8.5X11), both with the same design.
- Change the poster/flyer design periodically to avoid having the poster become wallpaper and not be noticed by employees.



We also held a special First Anniversary promotion to celebrate the Garden Market success.

Garden Markets Begin at CDC

The key components of implementing the Garden Market were establishing a budget, assigning promotion activities to staff members, and preparing for the opening day.

Budget

The Garden Market program at CDC has been very economical, with revenue to the vendor supplied entirely by sales of produce. The main operating expense has been approximately \$1,200 for in-house marketing materials (200-8.5x11 color flyers and 20-22x28 color posters).

Staff

The staff resources required to implement the Garden Market were:

- Two staff members for 30 hours a week for 4 months to develop and implement all aspects of the demonstration project.
- Support from in-house graphic designers, printing staff, legal counsel, administrators, and communication staff.
- One staff member at the Garden Market (7 hours a day, 1 day a week for the first 8 weeks) to collect usage data, distribute evaluation forms, and generally assist with the Garden Market.

Now that the Garden Market is established, its operation requires less staff time each week. A small amount of staff time is still required to send promotional e-mails, occasionally assist with setup, and manage unexpected problems, such as weather delays.

The First Day

Our staff and the vendor arrived at the site one hour before opening to make sure the location was ready, to uncrate produce, and to arrange signs.

We learned the following lessons the first day:

- The price for each product needs to be clearly displayed.
- Adequate water should be available for the vendor and program staff. Additionally, the vendor and staff need access to shade, sunscreen, and hats where appropriate. (Note: Under some circumstances, items such as sunscreen and hats could be considered gifts to employees, and federal agencies are prohibited from purchasing gifts for employees with appropriated funds. Check with your legal counsel for more information.)
- Bathroom breaks and other breaks need to be scheduled for everyone working the Garden Market. The first day was so popular that the vendor didn't have time to eat lunch.

Evaluation Process

Because the Garden Market was a demonstration/pilot project at CDC, we conducted an initial evaluation after the first eight weeks of operation. Our data sources were informal comments made by employees and sales data from the vendor's cash register.

Employees provided many constructive comments and a lot of praise for the program. Some of the positive comments we received were:

- Several employees stated the Garden Market had a positive impact on their own fruit and vegetable consumption as well as their family's.

- One employee switched from popcorn to fruit as her mid-afternoon snack.
- One employee restricted her children to one cookie a day because she now has better access to fresh fruits and vegetables. She said her children were excited about Garden Market day because they knew she would bring home fresh fruits.
- CDC retirees and community members without direct affiliation with CDC told us that the Garden Market helped them increase their consumption of fruits and vegetables. (Security at some facilities may prohibit non-employees from shopping at a CDC Garden Market.)



After several months we conducted a second round of focus groups to get feedback from two groups

- Employees who regularly attend the market
- Employees who rarely or never attend the market

We recruited participants by calling every sixth employee in the phone directory. Focus groups were recruited on the basis of gender and race/ethnicity to determine if there were differences in opinions about the market among cultural groups. Based on that feedback, we made adjustments to the Garden Market in the following areas:

- Improved informational signs at the Garden Market location.
- Requested the vendor to offer a more diverse selection of fruits and vegetables, including ones that appeal to different cultural groups or genders.
- Asked the vendor to add organic and/or locally grown produce.

The Garden Market evaluation would have been more comprehensive if we had assessed employee self-reported fruit and vegetable consumption both before and after the Garden Market opening. However, we did not do this. We will evaluate the market's operation on an ongoing basis within the guidelines of program evaluation at CDC.

Content Source: Division of Nutrition and Physical Activity, National Center for Chronic Disease Prevention and Health Promotion

Page Located on the Web at <http://www.cdc.gov/nccdphp/dnpa/hwi/toolkits/gardenmarket/example.htm>

Internal Communications

The following section contains a series of e-mails sent to employees to communicate about Farm to Work.

Also included is a PowerPoint presentation that was used to introduce the program to executive leadership.

E-Mail #1:

Subject: Fresh, locally grown fruits and vegetables can be delivered to you at work!

Starting next month, DSHS employees at the main campus in Austin and at Austin State Hospital will be eligible for a new service that's part of our agency's Building Healthy Texans Employee Wellness Program. Called "Farm to Work," it will arrange the delivery of fresh, locally grown fruits and vegetables – straight to you at work!

Deliveries will be weekly. Each week, you can choose to participate or to not participate.

Each basket of food contains 10 to 12 types of farm-fresh produce and will cost \$25. For more information, go to {insert url}.

The weekly deliveries will start on Thursday, June 14. Watch for an e-mail from the Wellness Committee on Monday, June 4. It will describe the produce in the first delivery, and it'll give you instructions on how to order it.

First, we need to ascertain employee interest in receiving deliveries of farm-fresh produce. If you have any interest in the program, please send a reply to this message and answer the two questions below by close of business this Friday, May 25. By responding, you are not committing to the program.

- How many times per month do you think you would order a weekly basket?
- At which Austin campus do you work?

The program will be piloted with weekly deliveries at DSHS Central Office and Austin State Hospital so that we can make sure that the process is running smoothly and fine-tune the program. Once we are sure the program is moving along smoothly, the intention is to make the program available to any HHSC site in Austin with enough interest to justify a delivery.

We will also assist HHSC sites elsewhere in Texas in establishing their own Farm to Work programs.

Thank you,

The DSHS Wellness Committee

E-Mail #2:

Subject: Farm to Work website beta-testing

You have been selected to participate as a beta-tester for the Farm to Work website! We want to make sure the functionality is ready to start placing orders soon, and we are asking for your help to test it out. Please read the instructions below. If you have any questions, please call {insert contact info}.

The address for the ordering page is: {insert url}

Please forward your complete comments to {insert contact info} by 5:00 pm on Friday, October 5.

Overview of Function

DSHS Employees (the customers) may purchase an assorted basket of fresh, locally grown fruits and veggies. The customers may select the number of baskets they wish to order and the delivery location. The site also allows the customers to make payments online using a Visa or M/C; prepayment online is required prior to delivery. This interface will provide the customers with an e-mail notification that confirms the order and the payment.

Objectives for Beta Testing

1. Confirm that the pages loaded properly
2. Determine if there were any errors
3. Note if anything seemed strange or didn't work if you got any errors (not popup boxes saying 'You must enter an expiration date'; rather onscreen errors) anything you think should be changed.
4. Please be as precise and detailed as possible when describing any problems.
5. Please forward your complete comments to {insert contact info} by 5:00 pm on Friday, October 5.

Instructions

Please read all the instructions below completely before starting. You are only testing the functionality of shopping cart pages. The links on the left side (i.e. Overview, Meet the Farmer) are currently disabled. While you may want to offer some opinion of the text format and content, please focus your attention on the functionality of the shopping cart.

Testers are asked to attempt to make a successful order, but are also asked to try to 'break' the pages, such as entering letters where it wants numbers (like in the credit card field), leaving items blank, etc. Enter as many permutations as you want. The more the better.

1. Credit Card Billing Info

Use a different 'name on card' each time so we can tell the submissions apart. ie: Enter "Your Initials 01" the first time, "Your Initials 02" the second, etc. If you

don't, then the system may say 'This order has already been processed'. This is a feature that tries to prevent double billing/ordering.

2. E-mail Address

Use your real e-mail address each time so you will get any notifications that are sent to the person who submits an order. You should still try to enter an invalid e-mail address format to see if the system can handle it. Invalid would mean something like eric@.com instead of eric@host.com. (not randomaddress@hotmail.com, as that one is valid in format even if it's not a real address and the system would accept it).

3. Credit Card Number

There is a test number automatically filled in the Credit Card number box on the Customer Information page. It works. When you test, submit some orders with it. Then submit some orders with a digit changed (change a 1 to a 2, for example). This is just testing. Any order placed will not be completed. Any credit card information used to place the order will not be charged. The system does not verify your zip code or address or name on card since it's in test mode.

4. Navigating the Page

Use the BACK button and see what happens.

5. Customer Notification

You should receive an e-mail for each order that gets processed. The web developer will get an e-mail as well.

Thanks in advance for your participation in the beta-testing phase of Farm to Work!

E-Mail #3:

Subject: Farm to Work – please place an order today!

Thanks to each of you who helped us get the website ready for ordering ... now we are asking for your help to place the first *real* orders! Farm to Work officially begins on November 8. However, to make sure we are set to go for big orders, we want to do a trial run with a small delivery on November 1.

The trial run will be limited to no more than 100 orders at each drop site, and the website will no longer accept orders after this number has been reached. Before we let anyone else know about the trial run, we need just a few employees to place the first real orders ... just to make sure everything is running smoothly.

We need to give the programmer the chance to see how the processing works TODAY.

So please, if you want to help out and get a basket during the trial run on November 1.

Today, Thursday, October 25: place your order as soon as possible at {insert url}.

Thursday, November 1: 3:30-4:30pm: Pick up your produce!

NOTE: This is not beta-testing; if you place an order your credit card will be charged and your basket of produce will be available for pick up on November 1

For more information, visit the Building Healthy Texans website {insert url}, and please don't hesitate to contact me with any questions!

Subject: You have been selected for a Farm to Work trial run!

Farm to Work officially begins on November 8. However, to make sure we are set to go for big orders, we want to do a trial run with a small delivery on November 1 – and you have been selected to participate, if you so wish.

Between Thursday, October 25 - Monday, October 29: place your order on the secure website {insert url}.

Thursday, November 1, 3:30 - 4:30pm: Pick up your produce!

This trial run will be limited to no more than 100 orders at each site, and the website will no longer accept orders after this number has been reached. Ordering for all employees at DSHS Main Campus and Austin State Hospital will begin open on October 29 for delivery on November 8.

For more information, visit the Building Healthy Texans website {insert url}, and please don't hesitate to contact me with any questions!

E-Mail #4:

Subject: Farm to Work is here – fresh produce to DSHS employees on November 8!

Farm to Work is here ... Really! On Thursday, November 8, you will be able to pick up your first basket of farm fresh, local produce right where you work.

Between Monday, October 29 - Monday, November 5: place your order: {insert url}

Thursday, November 8 3:30-4:30 pm: Pick up your produce!

Every Monday after 4:00 pm, the website will begin accepting orders for the following week. This cycle continues every week.

Farm to Work Ordering Cycle



We'd like to send a special thank you to those who beta-tested the website and are helping us with a small delivery for November 1. You may see some produce around here that day, as a small group of employees are picking up baskets for a trial run. The system will open for all employees to place orders for November 8, and we thank you for your patience.

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first 400 people to participate in the program will receive a free canvas bag they pick up their produce.

more information, visit the Building Healthy Texans website: {insert url} mail {insert e-mail}.

E-Mail #5:

Subject: Farm to Work Updates and Clarifications

Thanks to the 300 employees who have participated in the first two weeks of Farm to Work! The first two weeks went rather smoothly, and already employees are buzzing about the veggies and sharing recipes. Several questions have come up, so we'd like to take a moment to clarify some things about the program. Much of this information will be incorporated into the ordering website and the Building Healthy Texans site.

Exactly how much is really in the basket and is it more expensive than what I would pay at the grocery store?

This is a picture of what was included in the first delivery – roughly 15 pounds of food. With the first delivery, we compared the same weight of each item in the basket to what we found in a Texas grocery chain (not organic or specialty) that offers competitive pricing. The price of the same food at the store was \$28.27 – more than 13% more expensive than what employees paid for their baskets that week! We'll repeat this comparison from time to time as we move forward with the program, so we can answer the question about pricing a bit more confidently in the future.

Where can I find the ordering website?

The ordering website is not linked from the general Sustainable Food Center website, as we want to make sure that people who order to pick up at DSHS are actually employed here. You can always find the ordering website by visiting the Building Healthy Texans intranet site: {insert url}.

Where exactly is the pick up location on my campus?

For DSHS Main Campus, orders are available for pick up on Thursday between 3:30-4:30 pm outside Building G, east corner under the metal overhang in front (southwestern side). For Austin State Hospital, orders are available on Thursday between 3:00-4:00 pm in the rear (west side) of building 736-the old patient care building opposite the greenhouse.

What if I missed the pick up day/time to get my order?

We do not have the capacity to store and distribute produce after the designated pick up time. Unclaimed produce will not be available for pick up at a later time, and no credit or refund will be issued for unclaimed orders. Unclaimed produce will be donated to a charitable organization. If you are not able to pick up your produce, please ask another employee to get your basket. All they need is your confirmation receipt.

Will the delivery schedule change during the holidays?

For the week of Thanksgiving, delivery/pick-up will occur on Wednesday, November 21. Regular Thursday deliveries will resume the following week. There

will be no delivery the week of Christmas. For New Years, delivery/pick-up will continue as usual on Thursday, January 3rd. The ordering/payment site will clearly tell you this information if you order during these holiday weeks.

I heard that if I help coordinate during the pick up time, I can get a free basket of produce that week. How can I sign up?

We need people who can help check people off the list and distribute the produce from week to week. If you are interested, please send an e-mail to {insert e-mail}. You do not have to commit to helping on an ongoing basis. Those who help coordinate will receive a free basket of produce that week. Farm to Work is a pilot project and we really do appreciate your patience as we continue to strive to improve the program each week. It's not too late to place an order for the November 15 delivery – you have until 4 pm on Monday.

For more information on Farm to Work, please visit the Building Healthy Texans website: {insert url} or e-mail {insert e-mail}.

PowerPoint Presentation:



Why Fruits and Vegetables?

- Chronic disease risk reduction
 - Stroke
 - Heart disease
 - Some cancers
- Weight management

Slide 2



Why Don't We Eat More of Them?

- Availability
- Time
- Cost
- Social support
- Current environment

Slide 3



Farm to Work

- Farm fresh, local fruits and vegetables
- Delivery to DSHS worksite
- Recipe and preparation support
- Environmental change:
healthy choice=easy choice

Slide 4



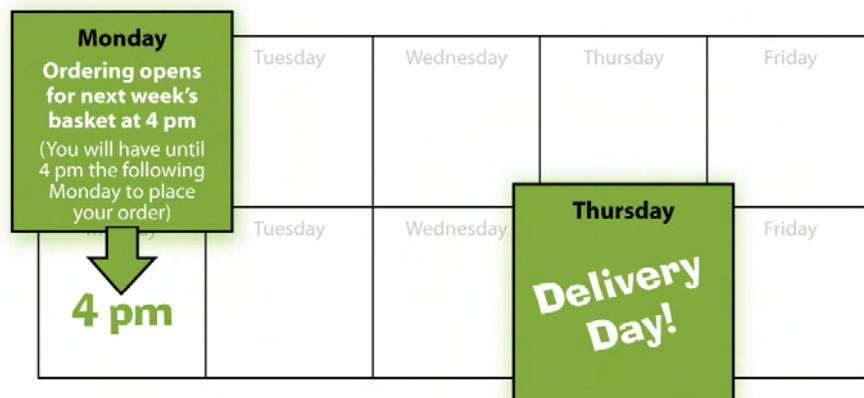
How it Works

- 10-12 items (\$25)
- Online ordering and payment
- No subscription
- Resources for recipes and cooking tips

Slide 5



Ordering Cycle



Slide 6



First Order

- November 8th – first campus-wide delivery
- Media event
- Canvas bag incentive – first 500 orders



Slide 7

DSHS Employee Interest

Summary of Farm-to-Work Interest Survey			
Location	# of Participants	Total # of Orders Per Month	Average # of Orders Per Month/Person
ASH (Austin State Hospital: HIV/STD & HHSC)	133	269	2.02
EX (Exchange Building)	39	87	2.23
HL (Howard Lane)	10	22	2.20
WI (Winters)	1	2	2.00
MC (Main Campus)	333	735	2.21
Total	516	1115	2.16

Slide 8



Employee Comments

- “Thank you for developing this program, I think it is a great idea! Especially for working mothers like myself who are not always able to go grocery shopping on a weekly basis but do want to feed the children healthy, fresh fruits and veggies.”
- “I'm proud to see DSHS being a progressive agency.”
- “This makes it really easy to go shopping – I also commute from New Braunfels so most of my day is gone by the time I get home in the evenings.”

Slide 9



Evaluation

- Employee pre/post survey online
- Farmer pre/post survey
- Intercept interviews and focus groups

Slide 10



Evaluation Questions

- Does *Farm to Work*:
 - Increase fv consumption?
 - Influence other nutritious eating behavior?
- Is there something to 'local' vs non-local?
- Are there added benefits to worksite?

Slide 11



Current Status

- Website development and beta testing
- November 8th – first delivery
- Other potential sites

Slide 12



What you can do

- Participate
- Promote to others

Slide 13

Thank You



The Naegelins

Slide 14

Marketing Artwork

Here you will find the logo we developed for branding the Farm to Work program and examples of internal marketing and promotional materials.

The logo is incorporated in all the advertising pieces, as well as on other incentive items.

Farm
to 
Work

Farm
to 
Work

Farm to Work Tote Bag



Poster Element



Poster Artwork



Freshness Delivered



Farm to Work is a new program that delivers local, farm-fresh seasonal fruits and vegetables to DSHS once a week. Online ordering is easy and flexible: Get a basket every week, once a month, or split one with a friend. For more information, visit the Building Healthy Texans website at <http://online.dshs.state.tx.us/bht/farmtowork.htm>.



Farm to Work is coming...



...Really!

Farm to Work will get rolling this November to deliver local, farm-fresh, seasonal fruits and vegetables to DSHS. Watch your inbox for an e-mail that will give you more details, or visit the Building Healthy Texans website at <http://online.dshs.state.tx.us/bht/farmtowork.htm>.

